



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

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Amendment, Commissioner for Patents, P.O. Box 1450,
Alexandria, VA 22313-1450 on September 29, 2004
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James D. Wood
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September 29, 2004
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NCR Docket No. 9903
MMB Docket No. 1001-0779
Application No.: 10/015,431 Confirmation No.: 5732
Applicant: Christopher M. Benson
Filed: December 13, 2001
Art Unit: 2683
Examiner: Danh Cong Le
Title: SYSTEM AND METHOD FOR SHORT-RANGE WIRELESS
RETAIL ADVERTISING AIMED AT SHORT-RANGE
WIRELESS PROTOCOL-ENABLED PERSONAL DEVICES

AMENDMENT

Sir:

In response to the Office Action dated July 29, 2004, please amend the above-
identified application as follows:

Amendments to the Specification begin on page 2 of this paper;

Amendments to the Claims begin on page 4 of this paper;

Remarks/Arguments begin on page 10 of this paper.

10/05/2004 BSAYASII 00000038 10015431

01 FC:1201
02 FC:1202

86.00 OP
36.00 OP



TRANSMITTAL LETTER FOR AMENDMENT AFTER FIRST OFFICE ACTION

MMB Docket No. 1001-0779

NCR Docket No. 9903

In re patent application of: **Christopher M. Benson**

Serial No. 10/015,431

Filing Date: **December 13, 2001**

Examiner: **Danh Cong Le**

Group Art Unit: 2683

For: **System and Method for Short-Range Wireless Retail Advertising Aimed at Short-Range Wireless Protocol-Enabled Personal Devices**

TO THE COMMISSIONER OF PATENTS AND TRADEMARKS:

Transmitted herewith is an Amendment in the above-identified patent application. The fee has been calculated as shown below.

CLAIMS AS AMENDED

	Claims Remaining After Amendment	Highest No. Paid For	Fee Calculation	Addit Fee
Total Claims	22	20	2 X 18	\$ 36.00
Independent Claims	4	3	1 X 86	\$ 86.00

Total Additional Fee Required \$ 122.00

- * Enclosed please find a check in the amount of \$122.00 to cover the \$36.00 fee for 2 extra claims, and the \$86.00 fee for one extra independent claim.
- * Please provide any further extensions of time that may be necessary and charge any additional fees that may be due to Deposit Account No. 13-0014, but not to include any payment of issue fees.

Respectfully submitted,

MAGINOT, MOORE & BECK

James D. Wood
Attorney for Applicant
Registration No. 43,285

September 29, 2004
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